of all TV channels transmitted/retransmitted through the cable network are required to strictly adhere to the Programme Code and Advertising Code prescribed under the Cable Television Networks (Regulation) Act, 1995 and rules framed thereunder. Any violation of these Codes attracts action against them under the Cable Act. The Government has set up an Inter-Ministerial Committee to look into the violations of the Programme Code and Advertising Code. This Committee, on receipt of complaints or *suo-moto* takes action against the TV channels which are violating the said Codes.

Advertisements by DAVP

1510. SHRI T. T. V. DHINAKARAN: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the details of the advertisements released by DAVP, agency-wise during the last three years, showing amount in each case;

(b) the criteria for releasing advertisements to media; and

(c) by when these guidelines were last modified?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI S. JAIPAL REDDY): (a) The Directorate of Advertising and Visual Publicity (DAVP) is the nodal agency of the Government of India for advertising by various Ministries/Departments of Government of India including Public Sector Undertakings and autonomous bodies. DAVP releases advertisements directly to the newspapers/journals empanelled with it and not through any other agency.

(b) DAVP releases advertisements to the empanelled newspapers/ journals in accordance with the advertising policy of the Government of India and guidelines for empanelment of newspapers with DAVP, keeping in veiw the contents, publicity requirements, target audience and budget provisions, etc.

(c) The guidelines were modified in 2002 and came into force with effect from 1st May, 2002.

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